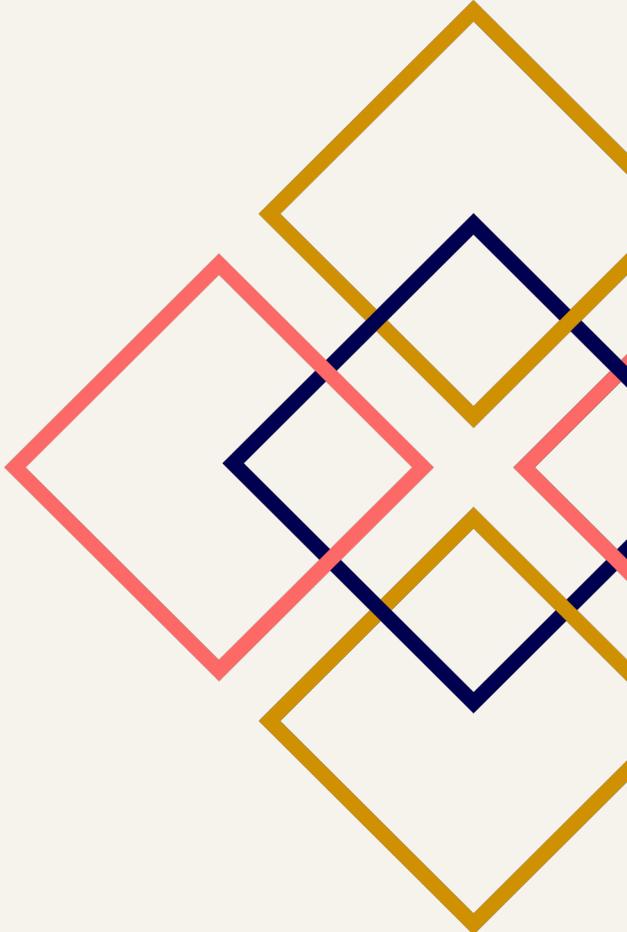


**Catsnake**  
The Story Agency

# Catsnake & RSPB

A leap of faith that soared



The background is a solid dark blue color. In the four corners, there is a decorative pattern of overlapping, light blue-outlined squares. The squares are arranged in a way that they appear to be part of a larger, complex geometric design, with some squares overlapping others, creating a sense of depth and structure.

# **How it started**

# What the RSPB wanted



**UK-based  
legacy leads at  
£60 per lead**



**Insight into  
what motivates  
their audience**

# What we created – Adaptive Acquisition



**RSPB** Sponsored · Paid for by RSPB

Rare and vulnerable birds are disappearing from our skies. But it's not too late to save them.

The recent strain of Avian Flu is a deadly and highly contagious virus. It generally spreads from bird to bird through contact with infected saliva, droppings, predation or scavenging, often causing severe disease and high death rates.

In the UK, tens of thousands of wild birds have died over the last few years, with 78 wild bird species having tested positive in the UK and ... [See more](#)



[About this ad](#)

**RSPB** Sponsored · Paid for by RSPB

Nature brings us wonder, spreads joy and inspires appreciation, like the shared delight in seeing the colourful flash of a ... [See more](#)



[About this ad](#)

This is a species that's being pushed further north

**RSPB** Sponsored · Paid for by RSPB

Deep in a tranquil woodland, a cuckoo egg cracks open, and a chick emerges into the world. The tiny blue-grey chick ... [See more](#)



[About this ad](#)

**RSPB** Sponsored · Paid for by RSPB

In Victorian England's bustling streets, amid clattering carriages and the rustle of petticoats, a quiet revolution ... [See more](#)



[About this ad](#)

FORM ON FACEBOOK  
Fight for lasting impact [Download](#)

[Like](#) [Comment](#) [Share](#)

**RSPB** Sponsored · Paid for by RSPB

A flourishing natural world is important for all species, people included. But right now, nature is in crisis. And it affects all of us – which is why we believe that everyone should have the opportunity to do something about it.

We all have a part to play. From the excited five-year-old in Beesmas who wants to learn more about their favourite muddy woodland to the fifty-year-old in Birmingham learning with ideas to welcome wildlife onto their balcony. Every step we take, no matter how small, can change the world for the better.

The RSPB is here for everyone – to help you connect with, enjoy and support the natural world. And we've seen the incredible things that can happen when people are given the chance to save nature.

Take our 140+ local groups, scattered from Aberdeen to Guernsey and stretch to Farnham. In the last 50 years, group members have raised nearly £20 million, given 13 million hours of volunteer work, led over 130,000 guided wildlife walks, held 88,000 wildlife talks, distributed over 36,000 news bulletins in local communities and visited countless schools to inspire the next generation.

And when we called out the attack on nature by the UK Government, which would have removed vital legal protections for wildlife, over 100,000 people joined our campaign. They wrote to their MPs and forced a showdown from the UK Government over some of the most worrying aspects of their proposals.

From local groups to community projects and nationwide initiatives – we are committed to creating opportunities for people to get stuck in and do their bit to save nature. Because if most of us feel connected to the natural world around us, the more likely we'll be to protect it.

You can ensure that we can inspire, educate and connect nature lovers for generations to come. By leaving a gift to your Will to the RSPB, you'll be helping us continue our vital work to reach even more people and give nature the chance of a brighter future.

Download your free Gift to Will guide to learn more.



**RSPB** Sponsored · Paid for by RSPB

Masters of concealment, Hawfinches prove to be a formidable challenge for bird enthusiasts across the country. Living discreetly year-round in select regions, their beautifully camouflaged plumage keeps them safe from view. But sadly, the clever ways of this elusive bird cannot protect them from the threats that they face.

During winter, the Hawfinch population swells as continental migrants join our resident flocks. As leaf-fall diminishes their hiding places, these emigrants... [See more](#)



FORM ON FACEBOOK  
Save the mighty Hawfinch [Download](#)

[Like](#) [Comment](#) [Share](#)

**RSPB** Sponsored · Paid for by RSPB

Ancient and extraordinary, the rich Caledonian pine forest of RSPB Abernethy nature reserve is home to some ... [See more](#)



[About this ad](#)

**RSPB** Sponsored · Paid for by RSPB

Safe on the lagoon island of Hodbarrow, Little Terns find a haven to nest and raise their vulnerable chicks.

Located on the edge of the Lake District National Park in Cumbria, Hodbarrow was once the world's largest iron ore mine, where over 1,000 workers toiled underground. Now, it's a vital refuge for Little Terns, thanks to efforts led by the RSPB.

An abandoned mine doesn't exactly sound like an ideal place for a nature reserve. But after repeated flooding in the 1960s, ... [See more](#)



[About this ad](#)

**RSPB** Sponsored · Paid for by RSPB

Dragonflies dart across glistening pools. Lizards scurry amongst the mossy knolls of precious peatland. Above sheltered straths, Hen Harriers soar. This is Forsinard Flows – a beautiful, rugged landscape in the heart of the Flow Country.

One of Scotland's national treasures, the Flow Country is Europe's largest area of blanket bog. And while it may not sound like it, blanket bog is something really quite special.

This rare type of peatland only forms in cool, rain-soaked e... [See more](#)



[About this ad](#)

**RSPB** Sponsored · Paid for by RSPB

Throughout history, the world has been inspired by a long line of female trailblazers who have spearheaded movements in pursuit of a better tomorrow.

Did you know that the RSPB's story began with a powerful and determined woman? In 1889, Emily Williamson of Didsbury set in motion a chain of events that would echo through the ages, and that still protects our wildlife today.

Like most historic movements, the RSPB began with a rallying of individuals fuelled by anger... [See more](#)



[About this ad](#)

**RSPB** Sponsored · Paid for by RSPB

A community project based at beautiful Lake Vyrnwy in the heart of Wales' Berwyn mountains, is building a brighter ... [See more](#)



[About this ad](#)

**RSPB** Sponsored · Paid for by RSPB

Nature in the UK is spectacular—from elusive otters to the spellbinding ballet of a Starling murmuration and our rich tapestry of bugs, butterflies, and beetles. But our wildlife is disappearing.

The results are in. The 'State of Nature' report is the most accurate and up-to-date picture we have of UK nature, and it's revealed some hard truths.

Our iconic coastline is changing. Since 1986, the abundance of 13 seabird species along the UK's coastline has dropped on aver... [See more](#)

**Headline figures from the State of Nature report 2023**

- 13% decrease in UK distributions of 47% invertebrate species on average since 1970.
- 18% decrease in UK distributions of 47% invertebrate species on average since 1970.
- 34% decrease in UK distributions of 47% invertebrate species on average since 1970.

FORM ON FACEBOOK [Download](#) [A gift to save nature](#) [A gift to save nature](#)

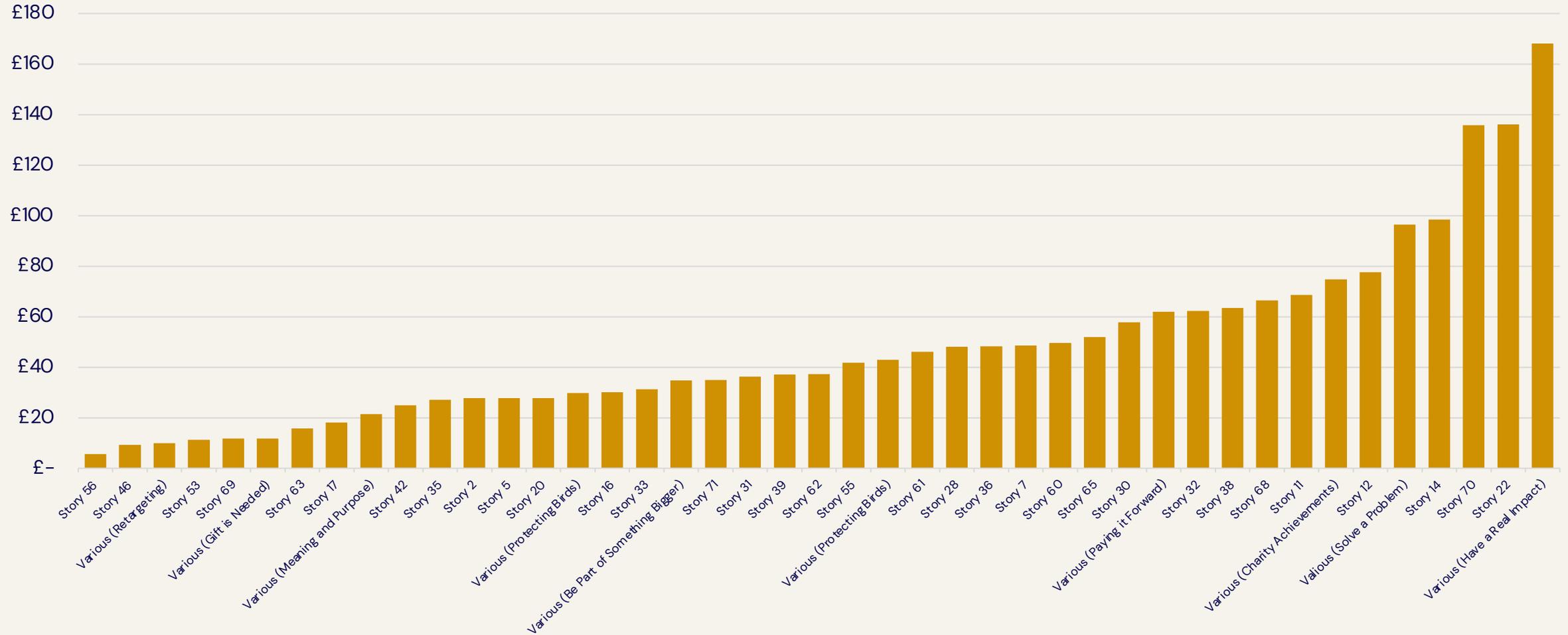
[Like](#) [Comment](#) [Share](#)



# What we learned



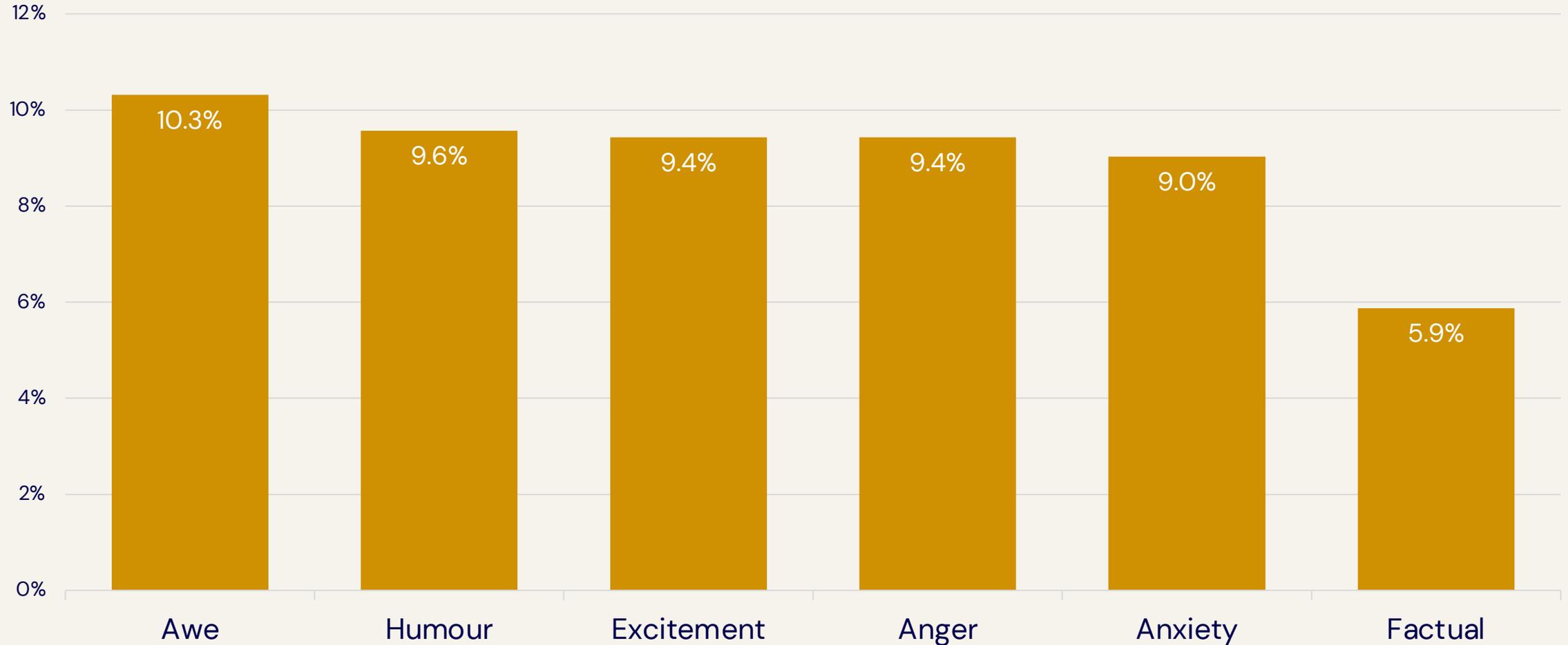
### Cost per Lead for selected stories



# What we learned



Emotions Click through Rate



# What we delivered



**Target CPL**  
**£60.00**



**Delivered CPL**  
**£39.69**

# What we've done since



**First Target CPL**

**£60.00**



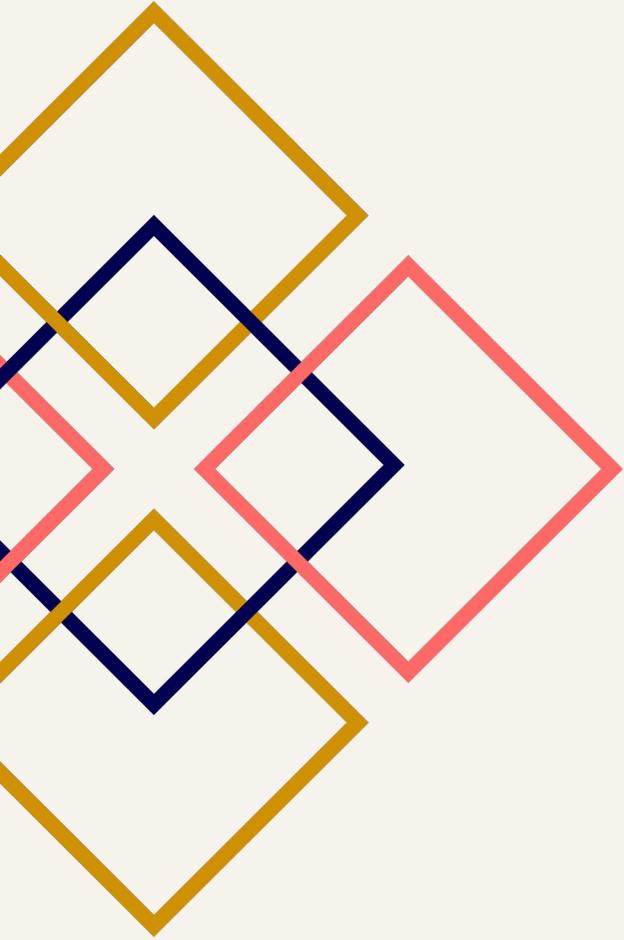
**First Delivered CPL**

**£39.69**



**Current CPL**

**£8.80**



**Thank you!**